

## Amendments

Please amend the claims as follows:

1. (Currently Amended) A method of using a telephone identifying information to present information over a telephone interface using a first computer, the method comprising:

using the telephone identifying information to access a user profile with the first computer, the user profile including a corresponding telephone identifying information matching the telephone identifying information;

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using the first computer to update the user profile to include an implicitly made selection by a user over the telephone interface, wherein the implicitly made selection comprises comprising a record of behaviors and actions performed over the telephone interface; and

presenting a suggestion to the user over the telephone interface using the computer, the suggestion based on the user profile, the suggestion comprising at least one of a topic, a sub-topic, a content, and an item for sale that may be selected for purchase by the user.

2. (Previously Amended) The method of Claim 1, further comprising:  
receiving a response to the suggestion over the telephone interface; and  
updating the user profile according to an explicitly made selection comprising the received response.

3. The method of Claim 1, further comprising: using the first computer to present at least one advertisement over the telephone interface, the at least one advertisement qualified based on the user profile.

4. The method of Claim 1, further comprising requesting a voice login over the telephone interface after using the telephone identifying information to access the user profile.

5. The method of Claim 1, wherein the telephone identifying information comprises a telephone number.

6. A method of using a telephone identifying information to present information over a telephone using a first computer, the method comprising:

requesting addition of a topic to the first computer from a first web site hosted by a second computer;

sending a message from the second computer to the first computer, the message comprising the telephone identifying information and the topic;

adding the topic to a user profile having an associated telephone identifying information matching the telephone identifying information on the first computer responsive to the message; and

using the first computer to present content relating to the topic included in the user profile over the telephone interface responsive to receiving the telephone identifying information over the telephone interface.

7. A computer system supporting user personalized profiles using a telephone identifying information, a telephone interface, and an Internet interface, the computer system comprising:

a database including personalization profiles for a plurality of user and records of actions for a plurality of users, each record of actions corresponding to past conduct for a corresponding user, each profile defining preferences for corresponding user initially generated by the computer system from the record of action for the corresponding user, each personalization profile for personalizing a corresponding user's interactions with the computer system;

a server supporting the Internet interface, the server allowing access to, and modification of, the personalization profiles by the corresponding users;

a telephone interface subsystem supporting the telephone interface to receive the telephone identifying information, the telephone interface including a first program code to match the telephone identifying information with a corresponding personalization profile, the telephone interface including a second program code to provide personalized content over the telephone interface to a user according to the corresponding personalization profile, and the telephone interface including a third program code to record user actions in the record of actions corresponding to the user and update the profile according to the record of actions.

8. The computer system of Claim 7, wherein the telephone identifying information includes automatic number identification (ANIs), wherein the ANIs are used to determine geographic locations identifying the approximate

geographic locations of the source of the corresponding telephone calls, and wherein the personalized content includes at least one advertisement determined from a corresponding approximate geographic location.

9. The computer system of Claim 7, wherein the telephone identifying information includes caller number identifications (CIDs), wherein the CIDs are used by the first program code to perform matching of calls to personalization profiles.

10. The computer system of Claim 7, wherein the server includes a web server for presenting customized interfaces to users to access and modify the personalization profiles.

11. The computer system of Claim 7, wherein the telephone interface subsystem includes a call manager, the call manager supporting multiple simultaneous telephone calls over the telephone interface.

12. (Currently Amended) An apparatus for presenting information over a telephone interface using a telephone identifying information, the apparatus comprising:

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means for using the telephone identifying information to access a personalization profile, the user personalization profile including a corresponding telephone identifying information matching the telephone identifying information;

*B2*  
*enc*

means for updating the personalization profile to include an implicitly made selection by a user over the telephone interface, wherein the implicitly made selection comprises comprising a record of behaviors and actions performed over the telephone interface; and

means for presenting a suggestion to the user over the telephone interface, the suggestion based on the personalization profile, the suggestion comprising at least one of a topic, a sub-topic, a content, and an item for sale that may be selected for purchase by the user.

13. (Previously Amended) The apparatus of Claim 12, further comprising means for presenting an advertisement selected according to the personalization profile.

14-15. (Canceled)

16. (Previously Added) The apparatus of Claim 13, further comprising means for modification of the personalization profile by a user via an Internet link.

17. (Previously Added) The apparatus of Claim 16, further comprising means for modification of the personalization profile by reverse lookup to obtain demographic information.